



Louisville Metro Tree Advisory Commission

Tuesday, January 28, 2014 at 5:00 p.m.
Air Pollution Control District Boardroom
Meeting Minutes

I. Welcome and Announcements –Henry Heuser, Jr., Co-Chair

The following Louisville Metro Tree Advisory Commission (hereinafter, “Commission” or “LMTAC”) members were present: Henry Heuser (Co-Chair), Scott Hannah, Monica Orr, Amy Johnson, Aaron Boggs, Cheri Bryant Hamilton, and Betsy Ruhe, Kenya Wade, Todd Eberle, as well as ex-officio Commissioners Mesude Duyar, Sherie’ Long, Michelle King, and Mark White.

Co-Chair Henry Heuser brought the meeting to order.

II. Approval of Minutes – Henry Heuser, Jr., Co-Chair

Henry asked for and received unanimous approval of the minutes from last meeting.

III. Old Business

a. Update from the Office of Sustainability: Sustainability Summit – Andrea Webster, Sustainability Projects Coordinator

Andrea gave a recap of the events of the recent Sustainability Summit. She reported that the event was a huge success with 175 attendees at the Friday night kickoff and 175 attendees at the Summit on Saturday. The attendees of the Summit were asked to split up into “Action Teams” with each team tackling a sustainability issue/challenge. Andrea reported the goals that the Tree Canopy/Urban Heat Island Action Team developed:

1. Contribute to the launching of a strategic series of plantings throughout the community, like the Love Louisville Trees (LLT) upcoming planting events. In late Feb/early March, LLT will host citizen and youth forestry training classes to teach the practical art and science of proper tree planting and care. On March 29th, 100-150 trees to be planted by LLT in the Germantown Neighborhood, and on April 12th, 100 trees across various JCPS school campuses.
2. Develop a communications campaign that relays the effects and importance of air quality, reduced UHI effect, and expansion of a luxuriant Urban Forest, on the health of our citizens.

3. Stress the emphasis on science and data organization to establish and quantify baseline data, benchmarks, and to tracked change overtime by visibly mapping progress.
4. Collaborate in any way, with the LMTAC's draft revisions to the Land Development Code, stressing areas such as a "Tree Protection Ordinance."
5. To promote a healthy, compassionate, luxuriant city and to have fun in doing so.

Henry asked Andrea what is next for the group. Andrea replied that Chris Chandler, a Summit participant and volunteer, will be leading the UHI/Tree Canopy Action Team and their next meeting should be held within the next few weeks where they will address the goals they made at the Summit.

b. Update from Brightside – Gina O'Brien, Brightside Executive Director

Gina reported that she had been on the Community Engagement Action Team at the Sustainability Summit and she sees some potential to use what she learned to communicate with and engage citizens concerning tree issues through Brightside.

Henry said that he had received a call from a potential donor and the caller suggested Brightside should be doing more to let the public know that they are the agency through which the public can donate to The Louisville Tree Fund. Gina said she is working on this among many other issues.

IV. New Business

a. Louisville Downtown Tree Mapping Initiative: Progress Report – Patrick Piuma, Director, Urban Design Studio

Patrick was not able to attend. We will try to reschedule with him for a later meeting.

b. Tree Campaign Concept Proposal – Leslie Friesen, Power Creative Designer in Residence at U of L & Monica Orr, Commissioner

Professor Leslie Friesen explained that her graphic design class takes on a design project for a non-profit organization every year. This year, after being approached by Monica Orr and Lisa Dettlinger, co-Chairs of the Outreach and Community Engagement Committee, they decided to work on a project for the Commission. The goal of the project was to raise awareness of the tree canopy and urban heat island issues Louisville is facing. Leslie showed a PowerPoint presentation of the students' work. The students came up with the title "Treeville" for their project and also devised a larger campaign called "Complete Your Street." Leslie added that the design work could be applied to outdoor ads, event materials, brochures, fact sheets, plant a tree kits, promo materials, and web/mobile apps.

Henry asked, "What do we do now?" Gina O'Brien, Brightside, replied that she has had a meeting with a graphic designer and the Mayor's office and that everyone loved the designs. She added that rolling out these designs will not be difficult.

Erin Thompson, Louisville Metro Government's Urban Forestry Coordinator, said she loved the concept, but that we probably won't use the exact "Complete Your Street" theme proposed because of Smart Growth America's very well-known Complete Streets concept.

An audience member added that a local printing company might print the materials for free in return for some name recognition.

Gina said that the next meeting with the graphic designer is set for 2/14.

V. Committee Reports

a. Projects Committee – Erin Thompson, Urban Forestry Coordinator

Erin reported that Mike Hayman had handed over the role of Projects Committee co-Chair to her. Commissioner Paul Cappiello will remain as the other co-Chair. She said that the main focus of the group's last meeting was to come up with a tree species list. The list is going to be quite large and provide context for those looking to plant trees. The list could be very helpful for Planning and Design Services and users of the Land Development Code.

Sherie Long, ex-officio Commissioner (Planning and Design), added that she hopes the list will be collaboration between agencies and the public. Erin said that the list will let the public know what their tree options are beyond the typical species found in Louisville. Michelle King, ex-officio Commissioner (APCD), asked if it would also include a list of prohibited species and Erin replied yes, it would.

Henry asked Erin for an update on the planting efforts at Park Duvalle. Erin said that the plantings have been delayed due to inclement weather, but hopefully the efforts (planting 128 trees) would resume next week. Henry then asked Erin about the additional planting projects she has going on. She replied that she is looking at several potential projects including plantings in Shively, District 15 (from Tyler to Central), 9th St (South of Broadway), and Rose Farm Park. Michelle asked if there were any plans to plant at the Southwest Government Center and Erin replied that there are no plans for that yet. Mesude Duyar, ex-officio Commissioner (Parks), said that the Parks Department would like to collaborate with Erin on plantings in neighborhood pocket parks in west Louisville.

Mike Hayman added that 10 large trees have been planted at Spalding University. Mike also reported that while small caliper trees are in short supply, 3" – 4" trees are readily available. Mike also said that he would really like to focus on planting in Butchertown soon.

Henry asked Valerie Magnuson of Love Louisville Trees to give a report on her group's activities. Valerie said that they have continued to plant new trees in Germantown and that they have involved the Shawnee Boys and Girls Club in a forestry program. Cheri Bryant Hamilton, Commissioner and Metro Councilperson, asked Valerie if she could work with more schools and Valerie replied that they definitely could. Henry suggested that schools in Fern Creek and Jeffersontown would be good candidates to work with. Sherie suggested that it is important to make sure there are no future development plans at schools that Love Louisville Trees decides to plant at because newly planted trees could potentially be cut down in the process. Sherie noted that Lincoln Elementary recently cut down several trees during an expansion that Henry had donated to the school not long before.

Henry then asked Ken Herndon, Director of Operation and Communications, Louisville Downtown Management District, to give an update on his agency's recent planting efforts. Ken said that they are in the process of planting 166 trees with 54 already in the ground. Ken went on to say that PARC is taking over the "Mud Lot" at the corner of 9th St. and Jefferson St. and they want to implement some Urban Heat Island mitigation strategies there. Ken also talked about tree wells, saying that the right tree planted in a well can last 30 years and that his agency is removing the tree grates from trees on 5th St. at the Convention Center.

Henry reported that he met with Vanessa Burns, Director of Public Works, about cutting more tree wells and expanding more of the current wells Downtown. He also said that we should thank Public Works for all their hard work related to trees this past year.

b. Policy Committee – Michelle King, Ex-Officio Commissioner

Michelle reported that the Land Development Code Improvement Committee is now reviewing the recommendations made by the Landscaping/Tree Canopy Sub-committee and the next meeting of the Committee will be on 2/11/14 at 444 S 5th St.

Henry asked Michelle if there is any news to report about the Tree Canopy Assessment contracting. Michelle replied that there is nothing to announce yet, but that vendor selection was underway.

Henry announced that Erin and Mike will be working together to determine the planting potential for the area surrounding U of L's Downtown Medical complex.

Audience member, Jim Storch, said that he and other citizens are working on a tree plan for the Original Highlands neighborhood. He asked if the Commission could allocate some trees for his group's planting efforts. He also said that he would like to set up some kind of incentive program for neighborhood planting.

VI. Adjourn

Henry said that Patrick Piuma will hopefully be able to present at the next meeting. Cheri Bryant Hamilton asked if it would be possible for Dr. Brian Stone's Urban Heat Island presentation to be shown at a Metro Council meeting. Gina replied that wouldn't be a problem. Henry adjourned the meeting.